

Name of Property: Lakeside Park

Date of Response: 10/02/08 5:03 PM

Leasing Agent: John Smith

Date of Visit: September 30, 2008

Source of Referral and Attraction

Source of Referral: Apartment Publication

Specific Source: Apartment Guide

Reason to stop at the property: Amenities

Was there anything on the property that didn't meet your expectations?

The leasing agent gave me the key to see the model all by my own, they were having a bridal shower for one of the agents.

Prospect Profile

Gender: Female

Age: 32

Level of education: College degree

Marital Status: Single

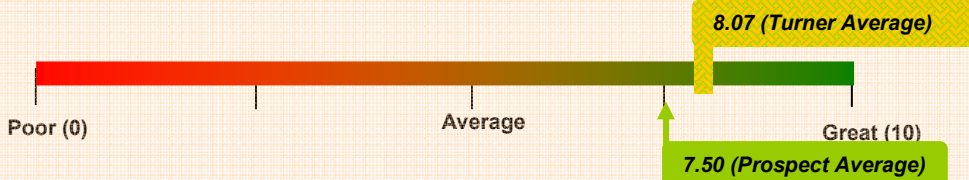
Number of properties visited while looking for an apartment: 4



Property Ratings

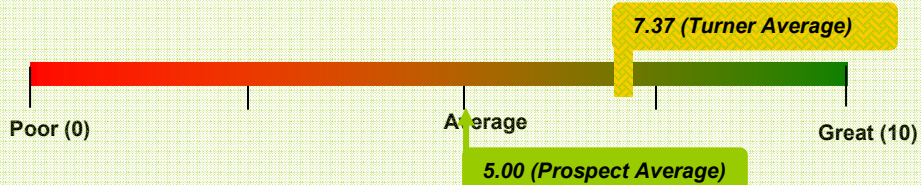
Leasing Agent

Entry greeting (warm and inviting)	→	Strongly Agree
Concern about well being	→	Agree
Addressed questions and concerns	→	Neutral
Comfort level	→	Agree



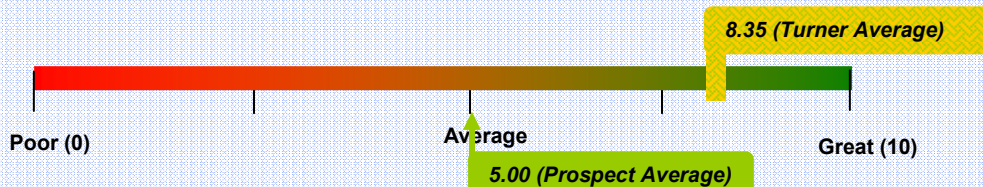
Value / Perception of property

Best in comparison with other properties	→	Disagree
Provides value for money	→	Neutral
Has a Safe Environment	→	Agree
Rent is competitive	→	Neutral
Likelihood to lease	→	Neutral



Physical / Marketability

Liked condition of model/unit	→	Neutral
Liked condition of grounds and landscape	→	Disagree
Layout (floor plan) meets needs	→	Neutral
Amenities meet needs	→	Neutral



Leasing Situation

Current leasing situation: I have not leased, still looking

Apartment communities currently considering:

- Lakes at West Ranch
- Park Royal
- Park Row

The deciding factor in picking an apartment to move into: Comfort and Courteous staff

Rating of the community tour

